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The Colonelette



AMERICAN BUSINESS WOMEN'S ASSOCIATION
KENTUCKY COLONEL CHAPTER
Bowling Green, Kentucky

Chapter Chartered June 3, 1964

Edited and published monthly by the
Bulletin Committee of the Kentucky
Colonel Chapter, American Business
Women's Association, Bowling Green, Ky.

BULLETIN COMMITTEE

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Pat Glasscock	Recording Sec.	842-3866
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Mary Frances Brown	Treasurer	842-1674

Monthly Meeting - Fourth Tuesday

6:30 Social - 7:00 Dinner

Greenwood Interchange Holiday Inn

Official Publication: "WOMEN IN BUSINESS"

Vol IX No. 7 BOWLING GREEN, KY. April 1973

AMERICAN BUSINESS WOMEN'S ASSOCIATION

9100 Ward Parkway
Kansas City Missouri 64114

Founder & Executive Director

Hilary A Bufton, Jr.

National Enbollment Director

Glorine Tuohy

Assistant Ex. Director & Convention Director

William H. Blair

National Public Relations Director

Frank A. Bistrom

NATIONAL OFFICERS

President

Itha Hintze

Vice President

Betty L. Comer

Secretary-Treasurer

Jeneva W. Gibson

S. E. Dist. V. P.

Ara Bella Walker

Colors: BLACK & GOLD Flower: WHITE CARNATION

NATIONAL MOTTO

"Better Personality for Better Living"

NATIONAL SLOGAN

"Success Through Goals"

PURPOSE

The purpose of the American Business Women's Association shall be to elevate the social and business standards of women in business by uniting them nationally for training designed to make them more efficient, more considerate, and more cooperative toward their work, their employers and their customers.

NOTES FROM THE PRESIDENT

Spring is here and it seems everyone is in a spring mood - GREAT!!!!!!

We'll be crowning Little Miss Bowling Green on May 12 and then we'll head into the preparation of Boss Night with as much or more enthusiasm. Let's encourage all the mothers of little girls to register their daughters in the pageant and then get busy selling ads. We already have a nice sum collected.

REMEMBER, MAY IS SCHOLARSHIP MONTH!!

Bowling Green has recognized this month by signing a proclamation.

GIVE OUR EDUCATIONAL PROJECTS CHAIRMAN A BIG HAND OF SUPPORT.

DELORIS GADDIE

Vol. IX No. 7 Bowling Green, KY Apr., 1973

1973 District Meeting Report

Southeastern District

Raleigh, North Carolina

March 9-11, 1973

It truly was SPRINGTIME IN THE SOUTH as 1,040 members gathered March 9, 10, and 11 in Raleigh, North Carolina, for the 1973 Southeastern District Meeting! It was the largest ABWA District Meeting to date.

The Friday evening Reception was like a homecoming for many members as they renewed long-standing friendships with ABWA members of other chapters. This gives members of ABWA also an opportunity to meet the National Officers and staff who are in the receiving line to greet ABWA members. Our own Jean Fulkerson, who is a past national officer serving in 1967-68 as Southeastern District Vice President, was in the receiving line along with other past S. E. District Vice Presidents.

Workshops were held on Saturday morning. "It's the Members who Make the Difference" was the title of the Workshop conducted by Enrollment Director Glorine Tuohey and Coordinator of Enrollment Events Elda Main in which they talked about the three "Ps" in organizing a successful enrollment event -- PLanning, Pro-gram, and People. Chapter Advisor Betty Kr-ouse, New Chapter Advisor Edna Merrick, and Special Chapter Advisor Maxine Youngs explained the importance of sharing responsibilities as a member, as a chapter, and to the Association. Bill Blair and Ara Belle Walker

discussed the Association's future and an ABWA National Officer's duties.

WORKSHOPS

IT'S THE MEMBERS WHO MAKE THE DIFFERENCE IN THE . . .

PLANNING of an Enrollment Event. Good planning is an insurance policy for success; but, without YOU it won't pay dividends.

PROGRAM for an Enrollment Event. Its purpose is to present the advantages of ABWA to prospective members. Be ready to help.

PEOPLE attending the Enrollment Event. Without people, there can't be an event! And, you supply the people. The prospects' names come from you. It's you who call guests to make sure they are coming and to arrange for transportation. And, it's you who show what kind of an Association we are and how much you like it!

WHAT'S FOR TOMORROW?

Tomorrow, ABWA will be what today's members want it to be -- or what they are willing to make it be.

In planning for the future we must remember that --

GROWTH Means increased benefits and prestige.

QUALITY begins at the top, but requires a solid foundation.

LEADERSHIP is an extension of membership.

WE'RE ALL IN THIS TOGETHER!

What BENEFITS each individual chapter member, benefits the chapter, and then the scholarship recipients, the sister chapters, and the Association!

By SHARING the responsibilities to attain chapter goals, members enjoy fellowship and have fun while benefiting from these experiences.

By COOPERATING, communicating and educating, we'll truly all be in this together!

SYMPOSIUM

"All Our Egos In One Basket: It's Not What You Say; It's How You Say It" was the title of the Symposium presented by Barbara Trombley, consumer consultant for the American Heritage Dictionary Division of Houghton Mifflin Co. Miss Trombley spoke on the importance of communication through language, stressing it as woman's most important tool in working towards equality.

"Women have been taught," she said, "that obscure communication is our function in life,

that we are somehow meant to be tactful rather than honest, retiring rather than forthright, evasive rather than detailed and explicit."

In communicating, it is necessary to understand the other person's frame of reference, she emphasized. "If I try to explain to my mother that I find fulfillment in having a career, I need to keep in mind that to her fulfillment means being in the home. If one discusses profanity with a Sioux Indian, one must understand there are no vulgar slang terms in that language."

One of the basic blocks to communication for most women is their lack of self confidence and their constant fear of being ridiculed.

"The financial realities of our age, the need for self-fulfillment through involvement in the wider world have brought men and women together in business."

From the reception on Friday evening, through the Saturday morning Workshops, the Luncheon Saturday at noon, the Saturday evening Banquet, the Sunday morning Worship services, and concluding with a Sunday morning Breakfast all members who had the opportunity to attend had an enjoyable weekend in the South!

DON'T FORGET the National Convention this year will be held October 12, 13, 14 in the always exciting Las Vegas!

"1973 LITTLE MISS BOWLING GREEN"

The Sixth "Little Miss Bowling Green Pageant" will be held May 12 at the Bowling Green Sr. High School, at 7:00 P.M.

The pageant is limited this year to 50 contestants. There will be one winner and a first and second runner-up.

The entry fee is \$5.00 plus \$1.00 adult admission for the parent. Jean Fulkerson is serving as this year's registration chairman.

We have several already entered and we need more entries. Entry deadline is May 4.

The prizes this year will be a trophy, ribbon, gift certificate and savings. Only the winner will receive a trophy.

Brenda Williams is serving as chairman and Gladys Walker is serving as co-chairman.

BOSS NIGHT ADS

Sales are now underway for our souvenir Boss Night Programs. Jean Fulkerson is serving again this year as program chairman. If you have agreed to sell ads, please contact Jean as soon as you have called on your places of business. THIS PROJECT IS FOR EACH MEMBER-
SO PLEASE HELP!